(e) whether Government propose to draft a comprehensive advertisement policy for private TV channels?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI): (a) and (b) Certain instances of violation of Programme Advertising Codes prescribed under the Cable Television Networks (Regulation) Act, 1995 and rules framed there under have been brought to the notice of the Government. The Government takes appropriate action against the various channels from time to time on the basis of the recommendations of the Inter-Ministerial Committee (IMC) constituted to look into the violation of Programme and Advertising Codes. Recently, AXN Channel was banned for specified period for showing "World's Sexiest Advertisement". Warning were issued to different channels for showing the advertisement of'Lux Gen-X[1]. Orders were also issued to all channels not to telecast the advertisements of Lux Cozy Underwear' and Amul Macho Underwear'.

(c) and (d) The Govt, has already constituted an Inter-Ministerial Committee (IMC) under Section 20 of the Cable Television Networks (Regulation) Act, 1995 to look into the violation of the Programme and Advertising Codes prescribed under the Act and Rules tramped there under. Orders/guidelines dated 06.09.2005 and 19.02.2008 have been issued for constituting Monitoring Committees at State/district level to specially monitor local cable channels.

No such comprehensive policy is under consideration. However, a Committee constituted to review the Programme and Advertising Codes has submitted its Report to the Government on 05.03.2008

Effect of FDI in print media on news content

2122. SHRI VIJAY J. DARDA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

whether Foreign Direct Investment (FDI) in print media has brought any qualitative change either in the news content or editorials;

if not, has out domestic newspaper industry benefited from this FDI and the envisaged objective of FDI is proposed to be raised?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI): (a) and (b) The foreign Direct Investment (FDI) in print media has been allowed to overcome the shortage of capital being faced by the newspaper industry in the country. Several Indian companies engaged in publishing newspapers and periodicals dealing with news and current affairs have been allowed to bring in Foreign Direct Investment (FDI) subject to the maximum limit of 26% of their paid up equity capital. As per the FDI guidelines, editorial content continues to remain in Indian control. The guidelines provide that permission would be conditional on at least 3/4th of the Board of Directors of the new entity and all key executives and editorial staff being resident Indians.

(c) No, Sir.

Funds to Urdu channel

2123. SHRI SHAHID SIDDIQUI: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

how much fund has been allocated for the year 2007-2008 to Urdu channel of Doordarshan which has been made a 24 hour channel;

how many Urdu knowing persons have been given contract or permanent jobs in this channel;

what steps have been taken to popularize the channel; and

why it is not aired in Free to Air channels even in areas where Hindustani (Urdu) is very popular?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI): (a) An amount of Rs. 15.00 Crore has been allocated for Urdu channel for the year 2007-2008.

21 Urdu knowing persons have been given contract jobs in this channel.

Effective packaging, outsourcing quality software from top producers from the field of production, film-making, culture, literature and media are some of the steps taken.

DD Urdu is already available in Doordarshan's free to air DTH service. In addition to that Prasar Bharat! has notified DD Urdu channel for mandatory carriage by the Cable Operators/Multi System Operators (MSOs) in all States and Union Territories.

Fleecing of consumers by cable operators

2124. SHRIMATI N.P. DURGA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

whether it has come to the notice of the Government that exorbitant price is charged by cable operators from consumers and also poor quality of beaming;

if so, whether any steps are being taken by the Government to contain fleecing of consumers by cable operators;

whether it is a fact that TRAI has made some recommendations with regard to non-CAS areas;

if so, the details thereof; and

what impact the recommendations are going to have on consumers in Non-CAS areas?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRI PRIYARANJAN DASMUNSI): (a) According to a Market survey commissioned by Telecom Regulator}/ Authority of India (TRAI) for 22 cities across the country, the average monthly cable charges range from Rs. 149/- to 322/-.

(b) to (e) As per TRAI Act, 1997 the power to fix rates for provisioning of broadcasting services rests with TRAI. TRAI has issued an amendment to Telecommunication (Broadcasting and Cable Services) (Second) Tariff Order, 2004 (6 of 2004) on 04.10.2007 in which a ceiling on monthly charges has been prescribed based on the number of pay channels for different parts of country. The tariff order for Non-CAS areas has come into force on 01.12.2007. A tabular statement showing the ceilings is enclosed. *(See* below). The detailed text of the tariff order is available on TRAI website *www.trai.gov.in*. The ceilings prescribed in the tariff amendment order will help in protecting the interests of the cable TV subscribers in Non-CAS areas of the country.